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On the Line:

Generals Don't Fade Away

By BOB CONSIDINE

IRVING BERLIN, the greatest, wrote a song for Bing Crosby in "White Christmas" which went something like this:

What can you do with a general
When he stops being a general?

Oh what can you do with a general who
retires?

Who's got a job for a general
When he stops being a general?

They all get a job but a general no
one hires.

And the song went on to say:

It seems this country never has enjoyed
So many one and two and three
And four star generals unemployed.

(Copyright Irving Berlin Music Corp.)

The master's work may be in need of a brief rewrite. The generals are now doing pretty well, a fast checkup showed today. (There aren't any benefits being run for generals, either.) Remember when "I Didn't Raise My Boy to Be a Soldier" was hotter than the Kissel Kar? Well, you'd be a chump not to raise the kids that way today, if you expect them to make something of themselves in the tycoon department later on in life.

Still Active at 77

Gen. Douglas MacArthur, who will be 77 next week, is active as chairman of the board of Sperry Rand. Adm. Bill Halsey, his strong right, naval arm in the Pacific war, is firing broadsides for the International Tel and Tel.

Gen. Walter Bedell Smith is with American Machine and Foundry. Gen. Lucius Clay heads up Continental Can. The top quartermaster of World War II, the late Gen. Brehon Somervell, headed up Koppers. Gen. Ira Eaker, who was in charge of the Army's 8th Air Force when the raids on Germany were opened, is with Hughes Tool.

Gen. Jimmy Doolittle was all set to retire recently from his executive post

with Shell Oil, having attained the remarkable (for Doolittle, at least) age of 60. Wishing to remain partly active, he accepted the post of chairman of the Air Force's Scientific and Advisory Board, chairman of the National Advisory Committee for Aeronautics, chairman of the Stassen Commission to Study Air Inspection Methods, became a member of the Defense Department's science board, a member of the National Air Museum advisory committee and a member of the President's (another general!) Foreign Intelligence Board. Then Shell asked him to stay on its rolls a few more years. So now, having reached retirement age, Doolittle has seven jobs instead of one.

Others in Big Jobs

Gen. Hugh J. Casey runs Schenley Distilleries. Gen. Gruenther, having turned down several \$100,000 a year jobs, is president of the Red Cross at a modest \$30,000. Gen. Mark Clark is president of The Citadel. Gen. Ernest Harmon is the prexy of Norwich (Vt.) University. Gen. George Kenney heads the Arthritis Foundation.

Gen. Joseph T. McNarney, who ran the air war in Italy, is big with Convair. Gen. C. R. Smith runs American Airlines. Carter L. Burgess, former Assistant Secretary of Defense and colonel under Eisenhower, is the new president of TWA. Gen. Ennis Whitehead is at Northrup. Adm. John Cassidy, who headed the 6th Fleet, now heads the flight safety work endowed by the Gugenheim Foundation. Gen. Ben Chidlaw, USAF, is IG at Thompson Products. Adm. Dewitt Ramsey runs the Aircraft Manufacturers Association. Gen. J. B. Montgomery, former head of the 8th Air Force, is with General Electric, and Gen. Chennault, the 8th Air Force, is with General Electric, and Gen. Claire Lee Chennault is chairman of the board of CAT, the Formosan airline.

And that's just for starters, Irving.

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